

APPLICATION FOR UNITED STATES LETTERS PATENT

FOR

**Exclusive Use Display Surface Areas
And Persistently Visible Display Of Contents
Including Advertisements**

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**Exclusive Use Display Surface Areas and Persistently Visible Display Of
Contents Including Advertisements**

Related Application

5 This application is a continuation-in-part application to U.S. Patent Application 09/344,409, filed on June 24, 1999, having the same title and same inventor as the present application.

BACKGROUND OF THE INVENTION

10 1. **Field of the Invention**

15 The present invention relates to the field of computer systems. More specifically, the present invention relates to exclusive use display surface areas, and their applications to persistently visible display of contents, such as advertisements.

20 2. **Background Information**

25 With advances in microprocessor and other related technology, today's computers are equipped with processing capabilities that were once the exclusive domain of large mainframe computers. To exploit these capabilities, today's computers are often equipped with multi-tasking operating systems that allow multiple tasks of the same or different applications to be executed at the same time. These operating systems are also typically equipped with windowing managers to manage the concurrent display of the execution results of the various tasks or applications through windowing, within the constraint of the available display surface of a display device. That is, the execution results of the various tasks/applications are rendered in corresponding display windows (hereinafter, simply windows), and

these windows share the display surface. This employment of windows along with the use of iconic representations for various programs and “objects” is also often referred to as the desktop metaphor, with the shared display surface area being referred to as the desktop area.

5 Whether the contents rendered in the various windows are actually visible to a user depend on the relatively placement of the windows within the available display surface. Except for the top window (such as the “in focus” window or another window “rigged” to be “always on top”) or windows that do not overlap with other windows (such as windows placed in a tile arrangement), contents of the

10 underlying windows disposed in the overlapping portions are considered obstructed, and generally invisible, unless the top and other intermediate windows are considered “transparent”. Contents disposed in the obstructed portions of these underlying windows become visible only when the window manager surfaces the window as the top window, typically responsive to a user request.

15 Many applications, such as Internet advertising, desire to have at least some of their rendered contents (in the case of Internet advertising, the advertisements themselves) persistently visible to the user. However, “rigging” the browser window to be “always on top” is not necessarily a viable option. Furthermore, in the case of Internet advertisement, even if “rigging” the browser window as “always on top” is a

20 viable option, it still would not fully satisfy its persistent visibility desire. The reason is because most Internet advertisements are rendered in the form of banners, typically disposed at least at the top and at the bottom of a page. The banner advertisement placed at the bottom of a page is typically not visible when the page is first displayed, as the page is typically larger than the browser window. Similarly,

25 the banner advertisement placed at the top of the page becomes invisible as the page is scrolled downward.

Thus, an improved approach to display management that better addresses the persistent visibility requirements of applications, in particular, the persistent visibility requirements of Internet advertising is desired.

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SUMMARY OF THE INVENTION

In a computer system having a display device with a display surface, a portion of the display surface is reserved for an exclusive use, allowing contents rendered in the reserve area to be persistently visible. In one embodiment, the reservation is accomplished through reducing the width and height of a shared portion of the display surface managed by a window manager, corresponding to a graphics resolution. In another embodiment, the reservation is accomplished by having the window manager work with a pixel resolution smaller than the operative pixel resolution of the display hardware. In one embodiment, the reservation is made only while the computer system is "on-line". In one embodiment, the exclusive use is to render advertisements in the reserved portion by an advertising rendering program. The advertisements are HTML pages received from an advertisement web server through the Internet. The HTML pages are rendered in the reserved portion through a direct draw component. The direct draw component is provided with the unreduced width and height as the width and height of the surface area to support direct drawing of graphical displays. A cursor control device driver also supports monitoring of movements of a cursor control device and of occurrences of cursor events. The cursor control device driver is likewise provided with the unreduced width and height as the width and height of the surface area to monitor for cursor movements and events. In other embodiments, multiple portions of the display surface are reserved for advertising and/or other exclusive uses. In yet other embodiments, full screen applications, including those that utilize page flipping are accommodated.

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BRIEF DESCRIPTION OF DRAWINGS

The present invention will be described by way of exemplary embodiments, but not limitations, illustrated in the accompanying drawings in which like references 5 denote similar elements, and in which:

Figure 1a-1f illustrate an overview of the present invention, in accordance with six embodiments;

Figure 2 illustrates an example computer system suitable for practicing the present invention;

Figure 3 illustrates the operating system of **Fig. 2** in further details, and its interaction with the various applications, in accordance with one embodiment;

Figures 4a-4c illustrate various operational flows of the EDA manager of **Fig. 3**, in accordance with one embodiment;

Figure 4d illustrates an alternate embodiment to the operation flow of **Fig. 4a**;

Figures 5-6 illustrate application of the present invention to advertisement rendering, in accordance with two embodiments; and

Figures 7-8 illustrate application of the present invention to Internet advertising in further details, in accordance with one embodiment.

DETAILED DESCRIPTION OF THE INVENTION

In the following description, various aspects of the present invention will be described. However, it will be apparent to those skilled in the art that the present invention may be practiced with only some or all aspects of the present invention.

5 For purposes of explanation, specific numbers, materials and configurations are set forth in order to provide a thorough understanding of the present invention. However, it will also be apparent to one skilled in the art that the present invention may be practiced without the specific details. In other instances, well known features are

10 omitted or simplified in order not to obscure the present invention.

Parts of the description will be presented using terms such as display surfaces, windows, device drivers, and so forth, commonly employed by those skilled in the art to convey the substance of their work to others skilled in the art. Parts of the description will be presented in terms of operations performed by a computer system,

15 using terms such as rendering, determining, reducing, transmitting, and so forth. As well understood by those skilled in the art, these quantities and operations take the form of electrical, magnetic, or optical signals capable of being stored, transferred, combined, and otherwise manipulated through mechanical and electrical components of a digital system; and the term digital system include general purpose as well as

20 special purpose data processing machines, systems, and the like, that are standalone, adjunct or embedded.

Various operations will be described as multiple discrete steps performed in turn in a manner that is most helpful in understanding the present invention, however, the order of description should not be construed as to imply that these operations are

25 necessarily order dependent, in particular, the order the steps are presented.

Furthermore, the phrase "in one embodiment" will be used repeatedly, however the phrase does not necessarily refer to the same embodiment, although it may.

Referring now to **Figures 1a-1f**, wherein six block diagrams illustrating an overview of the present invention in accordance with three embodiments are shown. As illustrated, in accordance with the present invention, display surface **102** of display device **100** (of a computer system) are divided into display areas **104** and **106a-106aa**. Display area **104** is referred to as the shared display area (SDA), where any number of applications **108** (executing on the computer system or remotely, and of a display area sharing type) may render contents in their corresponding windows (disposed inside SDA **104**). Display areas **106a-106aa** are referred to as exclusive-use display areas (EDA), where only assigned applications **110** (executing on the computer system or remotely, and of an exclusive use type, in terms of display area) may correspondingly render contents into these areas. For **Fig. 1a**, one EDA **106a** disposed along the bottom edge of display surface **102** is set aside or reserved. Whereas, in **Figs 1b-1c**, three EDAs **106b-106d** and **106e-106g** disposed along the left and top edges and along the right and bottom edges of display surface **102** respectively, are set aside or reserved. In **Figs 1d-1e**, six EDAs **106h-106m** and **106n-106s** disposed in two rows along the left and top edges and along the right and bottom edges of display surface **102** respectively, are set aside or reserved. Finally, in **Figs 1f**, eight EDAs **106t-106aa** disposed along the perimeter of display surface **102** are set aside or reserved. As a result, contents rendered into EDAs **106a-106aa** by applications **110** are persistently visible to an end-user, without resorting to prior art "rigging" techniques, such as "always on top".

As will be described in more detail below, by selectively associating with an application **110**, an application **108** may selectively render a portion of its output

display in this persistently visible manner, thereby enabling applications (such as advertisement rendering), to overcome the prior art disadvantage of losing visibility to some of the rendered contents (such as banner advertisements), when the rendered contents (such as a displayed page), is scrolled up and down within a

5 display window (such as a browser window).

These and other aspects of the present invention will be described more fully below. However, before doing so, it should be noted that while six embodiments of partitioning or setting aside or reserving exclusive-use display areas **106*** were shown, from the descriptions to follow, those skilled in the art will appreciate that

10 depending on how the coordinate system or pixel configuration is implemented by the operating system of the computer system, some embodiments are more suitable for one operating system, while other embodiments may be more suitable for another operating system. Of course, other variations of partitioning or setting aside or reserving exclusive-use display areas may also be practiced. It should also be noted that each assigned application **110** may elect to employ multiple windows in rendering contents in its assigned EDA **106***. However, for ease of understanding, the remaining description will substantially be confined to the scenario where an un-windowed or single window approach is employed in each of the assigned EDA **106***. (The symbol * after reference number **106** stands for a “wildcard”, which in

15 this case may be any one of the letters “a” through “aa”.)

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Referring now to **Figure 2**, wherein an example computer system suitable for practicing the present invention is shown. As shown, example computer system **200** includes processor **202**, ROM **203**, and system memory **204** coupled to each other via “bus” **206**. Coupled also to “bus” **206** are non-volatile mass storage **208**, display device **210**, cursor control device **212** and communication interface

214. ROM 203 includes a basic input/output system (BIOS) 205. During operation, memory 204 includes working copies of operating system 222, applications 224 that use the shared display area (see Figs. 1a-1f) of the display surface of display

device 210, and applications 226 that use correspondingly assigned exclusive-use

5 display areas (see Figs. 1a-1f) of the display surface of display device 210. For some embodiments, memory 204 further includes working copies of applications 228 that use the entire display area (also referred to as "full screen" applications).

Operating system 222, applications 226, and in some embodiments, applications

224 and 228 are incorporated with the teachings of the present invention. Examples

10 of SDA applications 224 are conventional word processing applications, spread sheet applications, and the like. Examples of EDA applications 226 include advertisements, as alluded to earlier, messaging applications, and the like.

Examples of "full screen" applications 228 include multi-media games and the like.

Except for the teachings of the present invention incorporated, each of these 15 elements is intended to represent a wide range of these devices known in the art, and perform its conventional functions. For example, processor 202 may be a processor of the Pentium® family available from Intel Corporation of Santa Clara, CA, or a processor of the PowerPC® family available from IBM of Armonk, NY.

Processor 202 performs its conventional function of executing programming

20 instructions of operating system 222 and applications 224-228, including those implementing the teachings of the present invention. ROM 203 may be EEPROM, Flash and the like, and memory 204 may be SDRAM, DRAM and the like, from semiconductor manufacturers such as Micron Technology of Boise, Idaho. Bus 206 may be a single bus or a multiple bus implementation. In other words, bus 206 may 25 include multiple buses of identical or different kinds properly bridged, such as Local Bus, VESA, ISA, EISA, PCI and the like.

Mass storage **208** may be disk drives or CDROMs from manufacturers such as Seagate Technology of Santa Cruz of CA, and the like. Typically, mass storage **208** includes the permanent copy of operating system **222** and applications **224-228**. The permanent copy may be installed in the factory, or in the field. For field 5 installation, the permanent copy may be distributed using article of manufacture with recordable medium such as diskettes, CDROM, DVD and the like, or downloaded from a distribution server through a data network (such as the Internet). The distribution server may be a server of the OEM, i.e. the software developer, such as Microsoft of Redmond, WA, if an operating system of the Window® family is 10 used, or a server of a publisher, such as Red Hat of Durham, NC, if Linux is used instead.

Display device **210** may be monitors of any types from manufacturers such as Viewsonic of City, State. Cursor control **212** may be a mouse, a track ball and the like, from manufacturers such as Logitech of Milpitas, CA. Communication 15 interface **214** may be a modem interface, an ISDN adapter, a DSL interface, an Ethernet or Token ring network interface and the like, from manufacturers such as 3COM of San Jose, CA.

As those skilled in the art will also appreciate, from the description the follow, the present invention may also be practiced without some of the enumerated 20 elements, e.g. mass storage **208**, or with additional elements, such as graphics accelerators, audio and video add-on cards, and so forth. Furthermore, while for ease of understanding, the term “applications **226**” is used to refer to “applications” assigned to use the exclusive-use display areas, in alternate embodiments, through appropriate use of an “emulation interface”, one or more of applications **226** may be 25 another operating system instead.

Referring now the **Figure 3**, wherein a block diagram illustrating enhanced operating system **222** and its interactions with applications **224-228** is shown. As illustrated, operating system **222** includes conventional elements such as window manager **302**, graphics manager **304**, display device driver **306**, and cursor control device driver **308**. Each of these elements performs its conventional functions known in the art. That is, window manager **302** performs the conventional function of managing the current display of the various display windows of applications **224** in the SDA (see **Figs. 1a-1f**). Graphics manager **304** performs the conventional function of rendering graphics objects for an application. Graphics manager **304** includes in particular, the capability of allowing an application to make direct draw onto the display surface of a display device. For example, for the Windows® operating systems, graphics manager **304** is intended to represent the Graphics Device Interface (GDI) and DirectX combined. (The two components are expected to be consolidated into a single component in GDI2K and beyond.) Display driver **306** performs the conventional function of controlling the display device, whereas cursor control device driver **308** performs the conventional function of monitoring movements of a cursor control device and cursor events (such as clicking or double clicking of a control button).

As illustrated, in accordance with the present invention, operating system **222** is also advantageously provided with exclusive-use display area manager **310**. EDA manager **310** is employed to “coordinate” with window manager **302** to set up the shared and exclusive areas. Furthermore, EDA manager **310** is also employed to enable applications **226** to be able to correspondingly render contents into their assigned EDAs, and to respond to cursor device movements and events detected within their assigned EDAs. For the illustrated embodiment, SDA applications **224** render contents into their windows using graphics manager **304** through window

manager 302, wherea EDA and “full screen” applications 226-228 render contents into the EDAs and the entire display screen respectively using the direct draw functions of graphics manager 304. These and other aspects will be described more fully below with references to **Figs. 4a-4c**.

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Figure 4a illustrates the operational flow of EDA manager 310 for “coordinating” with window manager 302 in setting up the shared and exclusive-use display areas, in accordance with one embodiment. As shown, for the illustrated embodiment, EDA manager 310 intercepts a call from window manager 302 to

10 display device driver 306 to obtain the size of the display surface for the display device under the control of display device driver 306 for a particular graphics resolution. The interception or redirection to EDA manager 310 is accomplished in an operating system dependent manner. In one embodiment, where the operating system is of the Windows® family, the interception or redirection of the call is by 15 modifying the registry and the system.ini file. For this embodiment, the call includes the graphics resolution, expressed in terms of a pixel resolution, e.g. 800x600 pixels.

Upon interception, at 402, EDA manager 310 forwards the call to display device driver 306. At 404, the display device driver 306 returns the size of the 20 display surface of the display device under the control of display device driver 306 for the particular graphics resolution. In one embodiment, the size is expressed in terms of the width and height of the display surface. In one embodiment, the width and height are implicitly expressed in terms of maximum x and y coordinates. In one embodiment, where the operating system is of the Windows® family, the 25 original of the x-y coordinate is by-definition the top left corner of the display surface.

For the illustrated embodiment, upon receipt of the size of display surface expressed in terms of width and height, at **406**, EDA manager **310** reduces the width and height accordingly to set aside or reserve the EDA(s). In one embodiment, the number of EDA(s) to be created and the applications to be

- 5 assigned to the various EDAs are specified through a configuration file, e.g. for an operating system of the Windows® family, through sections in the win.ini and system.ini files. Depending on the coordinate system of the operating system, multiple EDAs can be created with a single or successive operations of reducing the width and the height. For example, for the embodiment where the size is expressed
- 10 in terms of maximum x (x_{max}) and maximum y (y_{max}) referencing an origin disposed at the top left corner of the display surface, the three EDAs of **Fig. 1c** may be created by reducing x_{max} and y_{max} to x'_{max} and y'_{max} where x'_{max} and y'_{max} are smaller than x_{max} and y_{max} respectively. EDAs **106f** and **106g** are the areas disposed along the bottom and the right edge of the display surface respectively, less the intersected
- 15 area, which is treated as EDA **106e**. Similarly, the six EDAs of **Fig. 1e** may be created by successively reducing x_{max} and y_{max} to x'_{max} and y'_{max} , and x''_{max} and y''_{max} , where x'_{max} and y'_{max} are smaller than x_{max} and y_{max} , and x''_{max} and y''_{max} are smaller than x'_{max} and y'_{max} , respectively. EDAs **106n-106s** are the two rows of areas disposed along the bottom and the right edge of the display surface respectively.
- 20 The successive reduction may even be performed through recursive invocation of a reduction function. In alternate embodiments, the allocation of the EDAs to applications **110** may be made dynamically instead, employing a resource allocation manager.

Upon reducing the size of the display surface, at **408**, EDA manager **310** returns the reduced size to window manager **302**, thereby “coordinating” the locations of the shared and exclusive-use display areas with window manager **302**.

In alternate embodiments, other expression of sizes as well as other coordinate systems may be employed. The manner in which the size is reduced, and the manner in which shared and exclusive-use areas are designated may simply be adjusted accordingly to the alternate approaches.

5 For the illustrated embodiment, it is assumed that upon receipt of the reduced size, window manager 302 also sets up graphics manager 304 and cursor control device driver 308 to operate with the same display surface information, i.e. the reduced size. Accordingly, at 410, EDA manager 310 overrides this information, restoring graphics manager 304 and cursor control device driver 308 to operate with
10 the unreduced size, thereby allowing applications 226 to render contents into the EDAs through direct draw, and to be notified of detected cursor movements and events in the EDAs. Towards the later objective, at 412, EDA manager 310 also modifies the set up of cursor control device driver 308 such that event notifications of cursor movements and events are provided to EDA manager 310 instead of
15 window manager 302, for EDA manager 310 to filter out the detected cursor movements and events in the EDAs before allowing the residual detected cursor movements and events (within the shared display area) to be passed on to window manager 310.

In one embodiment, window manager 302 attempts to establish the size of
20 display surface at each system start-up/reset. Accordingly, the operations illustrated in **Fig. 4a** are performed at each system start-up/reset.

In an alternate embodiment, operations 406-410 are not performed at each system start-up/reset. Instead they are performed only when the computer system is "on-line", e.g. connected to the Internet. That is, upon receiving the size of the
25 display surface from display device driver 306 at system start/reset, EDA manager 310 forwards the information to window manager 302 without the earlier described

reduction and conformance, operations **406-410**. EDA manager **310** instead proceeds to monitor for the computer system going “on-line” (not shown in **Fig. 4a**).

Only upon detection of such event, EDA manager **310** performs operations **406-410**.

(The monitoring/detection may be accomplished in any one of a number of

- 5 operating system dependent manners known in the art.) Furthermore, upon performing operation **410**, EDA manager **310** monitors for the computer system going “off-line” (also not shown in **Fig. 4a**). Upon detection of the computer system going “off-line”, EDA manager **310** notifies window manager **302** to switch back to the unreduced screen size. Accordingly, the reservation, or the existence of the
- 10 exclusive-use display areas are available only when the computer system is “on-line”.

In yet another embodiment, operations **406-410** are performed only when a

CD or a DVD is being used. Similar to the earlier described embodiment, upon receiving the size of the display surface from display device driver **306** at system

15 start/reset, EDA manager **310** forwards the information to window manager **302** without the earlier described reduction and conformance, operations **406-410**. EDA manager **310** instead proceeds to monitor for the presence and usage of a CD/DVD

(not shown in **Fig. 4a**). Only upon detection of such event, EDA manager **310** performs operations **406-410**. (The monitoring/detection may be accomplished in

20 any one of a number of operating system dependent manners known in the art.)

Furthermore, upon performing operation **410**, EDA manager **310** monitors for the removal of the CD/DVD (also not shown in **Fig. 4a**). Upon detection of the removal of the CD/DVD, EDA manager **310** notifies window manager **302** to switch back to the unreduced screen size. Accordingly, the reservation, or the existence of the

25 exclusive-use display areas are available only when a CD/DVD is being used.

As can be seen from these embodiments, in general, the exclusive use areas of the present invention may be facilitated upon occurrence of any one of a number of events, and the facilitation ceases upon occurrence of any one of a number of other events, including in particular, "complements" of the earlier events.

5 In one embodiments, the computer system may be programmatically configured with these events.

Note that starting applications 110 assigned with the EDAs is a separate issue. These applications may be started as part of an auto start process at system start-up or they may be started on an as needed basis by a task manager or by 10 other applications.

Figure 4b illustrates the operational flow of EDA manager 310 for filtering cursor movement/event notifications, in accordance with one embodiment. Upon receipt of a cursor movement/event notification, at 412, EDA manager 310 first determines whether the movement/event was detected in the SDA or one of the 15 EDAs. If the movement/event was detected in the SDA, at 414, EDA manager 310 forwards the notification to window manager 302. From there, operations proceed as in the prior art. On the other hand, if the movement/event was detected in one of the EDAs, at 414, EDA manager 310 determines within which EDA, the movement or event occurred. At 416, EDA manager 310 forwards the notification to the 20 appropriate application 110 accordingly. The manner in which the notification is handled is application dependent.

Figure 4c illustrates the operational flow of EDA manager 310 for accommodating "full screen" applications 226, in accordance with one embodiment. At 422, EDA manager 310 monitors for calls by any one of "full screen" applications 25 228 to the direct draw functions of graphics manager 304 to enter a "full screen" mode of operation. Upon detection of one of such calls, EDA manager 310, at 424,

notifies EDA applications **226** to temporarily refrain from drawing to the EDAs. EDA manager **310** then monitors for a call by the current full screen occupying application **226** to the direct draw functions of graphics manager **304** to restore the normal “non-full screen” mode of operation, **426**. Upon detection of such a call, EDA

5 manager **310**, at **428**, notifies EDA applications **226** that they may resume using the EDAs again. Thus, ‘full screen’ applications are accommodated.

In an alternate embodiment where “full screen” applications **228** employ the feature referred to as “page flipping”, instead of accommodating the “full screen” applications **228** by temporarily removing the EDAs, the current full screen

9 10 occupying application **228** may actually leave a perimeter of pixels for use as EDAs (e.g. like **Fig. 1c**), and notifies EDA manager **310** of the size. In response, instead of instructing EDA applications **226** to temporarily refrain from drawing to the EDAs, EDA manager **310** will intercept the “page flip” call by the current full screen

11 occupying application, and coordinate having EDA applications **226** write to the

15 “unused” locations of the “back” buffer (unused by the full screen occupying applications), using the direct draw functions of graphics manager **304**, before forwarding the “page flip” call onward and have the “page flip” operation performed (that is, moving the content of the “back” buffer to the “front” buffer). Accordingly, the EDAs of the present invention as well as the “full screen” applications may both

20 be accommodated.

Figure 4d illustrates the operational flow of EDA manager **310** for “coordinating” with window manager **302** in setting up the shared and EDAs, in accordance with another embodiment (i.e. an alternate embodiment to **Fig. 4a**). In 25 this embodiment, it is assumed that SDA applications **224** include an application that monitors for the computer system going “on-line” and “off-line”. Upon detecting

the computer system going “on-line”, the application causes a number of EDA applications **226** to be launched, and upon detecting the computer system going “off-line”, the application causes the launched EDA applications **226** to be terminated. In one implementation, the SDA application is an enhanced browser with a “plug in”, such as an ActiveX control to perform the monitoring. Furthermore, it is also assumed that the launched EDA applications **226** include a “primary” application that initiates the reservation or creation of the EDAs.

As illustrated, upon invocation, “primary” EDA application **226** first notifies EDA manager **310** that it is going to call window manager **302** to request window manager **302** to change to a “smaller” display mode (in terms of pixels), **432**. At **434**, “primary” EDA application **226** makes the actual call to window manager **302** to request the “smaller” display mode. In response, window manager **302** internally notes the change (and hencefore manages the display windows within the SDA accordingly), and calls display device driver **306** to reconfigure the display hardware (by way of EDA manager **310**), **436**. EDA manager **310**, having been alerted by “primary” EDA application **226** ignores the request without forwarding it to display device driver **306**, effectively aborting the call, **438**. As a result, the display hardware is still configured for the “larger” display mode (in terms of pixels), while window manager **302** manages display windows of SDA applications **224** in accordance with a “smaller” display mode. Accordingly, the desired EDAs are effectively reserved or created.

Similar to **Fig. 4a**, it is also assumed that upon “calling” display device driver **306** to reconfigure the display hardware to the “smaller” display mode, window manager **302** will set up graphics manager **304** and cursor control device driver **308** to work with the “smaller” display mode. At **440**, EDA manager **310** overrides these set up, and restoring graphics manager **304** and cursor control device driver **308** to

operate with the “larger” display mode, thereby allowing EDA applications **226** to render contents into the EDAs through the direct draw function of graphics manager **304**, and to be notified of detected cursor movements and events in the EDAs.

As part of the termination process, “primary” EDA application **226** also first
5 notifies EDA manager **310** that it is going to call window manager **302** to request window manager **302** to change to a “larger” display mode (in terms of pixels), **442**. At **444**, “primary” EDA application **226** makes the actual call to window manager **302** to request the “larger” display mode. In response, window manager **302** internally notes the change (and henceforth manages the display windows of the SDA
10 accordingly), and calls display device driver **306** to reconfigure the display hardware (by way of EDA manager **310**), **446**. EDA manager **310**, having been alerted by “primary” EDA application **226** again ignores the request without forwarding it to display device driver **306**, again effectively aborting the call, **448**. As a result, window manager **302** returns to managing display windows of SDA applications **224**
15 in accordance with the “larger” display mode, consistent with the display hardware. At **450**, EDA manager **310** resets graphics manager **304** and cursor control device driver **308**, as operation **440**. Accordingly, the EDAs are effectively unreserved or eliminated.

Those skilled in the art will appreciate that since the EDAs are reserved and
20 unreserved without requiring display device driver **306** actually reconfiguring the display hardware, a user will see the contraction of the shared display area (and formation of the EDAs) as well as the expansion of the shared display area (and elimination of the EDAs) without seeing the blanking of the display device (caused by the reconfiguration of the display hardware), a very desirable usability feature.

25 Similar to the embodiment of **Fig. 4a**, detection of cursor movements and events within the EDAs may be facilitated as described earlier with reference to **Fig.**

4b, and “full screen” applications **228** may be accommodated as earlier described referencing **Fig. 4c**.

Referring now to **Figures 5-6**, wherein an example application of the present invention to rendering advertisement, in accordance with two embodiments are

5 shown. As illustrated, both in **Figs. 5-6**, EDA manager **310** assigns one of the EDAs, more specifically, EDA **506a** or **606a** disposed at the lower right corner of display surface **502**, to display its identification signifying its presence and operation in the system, along with status and other control information. Additionally, for the illustrated embodiment, at least one of the applications **110** assigned with
10 corresponding EDAs **506b** and **506c** or **606b** and **606c** is an advertisement rendering program for rendering advertisements (e.g. advertisements received from a remote server (such as a web server) through a data network (such as the Internet)).

For **Fig. 5**, it is assumed that the advertisements are constituted with
15 Hypertext Mark-Up Language (HTML) pages, and each advertisement rendering program is an instance of a browser program, such as the Internet Explorer available from Microsoft or Navigator available from Netscape, recently acquired by America On-Line of Dulles, Virginia. By virtue of the browser's exclusive use of its assigned display area **506b** or **506c**, the advertisement rendered are persistently
20 visible, independent of changes in the shared display area **504**.

For **Fig. 6**, it is also assumed that the advertisements are also constituted with Hypertext Mark-Up Language (HTML) pages, however the advertisement rendering program assigned the EDA is merely a program that renders iconic representations for advertisements in the assigned EDA, e.g. trademarks or service
25 marks of the advertisers. The program, in response to a user selection of a corresponding displayed iconic representation of an advertisement, launches an

instance of a browser program to render the advertisement in a conventional browser window **608** disposed in SDA **604**. Although for this embodiment, the advertisements themselves are not persistently visible, but their iconic representations, by virtue of the program's exclusive use of the display areas, are persistently visible. Although not proportionally illustrated, EDAs **606b** and **606c** may be substantially smaller than EDAs **506b** and **506c**, thereby offering a compromised tradeoff of having a larger shared display area **604**, and yet maintaining a small amount of persistently visible display areas **606b-606c**.

10 Referring now to **Figures 7-8**, wherein two block diagrams illustrating the example application of the present invention to advertising, more specifically, to Internet advertising, in further details, are shown. As illustrated, **Fig. 7** is a network view of an improved approach to Internet advertising including end-user systems **702** incorporated with the teachings of the present invention set forth above, and 15 web-based advertisement servers **710** equipped to exploit the presence of end-user systems **702** with persistent visibility provided through the present invention. End user systems **702** are coupled to the Internet **704**, some through the conventional PSTN **706**, while others through their private/public LAN **708**.

Figure 8 illustrates the operational flow of the Internet advertising method of 20 the present invention, in accordance with one embodiment. As shown, at **802**, server **710** transmits a web page to one of the end-user systems **702** in response to a "request" for the web page from the particular end-user system **702**. As in the prior art, the request and response may be accomplished through e.g. an http connection that includes an URL denoting the web page or the particular server **710**. 25 In accordance with the present invention, the web page includes a script, e.g. a Javascript, that requests EDA manager **310** to provide an URL identifying one or

more advertisements to an advertisement rendering program assigned to a designated exclusive-use display area, e.g. the EDA disposed along the bottom edge of the display surface. (The advertisement rendering program may be an embodiment of the **Fig. 5a** type or an embodiment of the **Fig. 5b** type, or

5 embodiment of other like type.) Thus, upon receipt, at **804**, the embedded script makes the request accordingly.

At **806**, EDA manager **310** provides the URL to the advertisement rendering program assigned the designated EDA accordingly. In response, at **808**, the advertisement rendering program opens another http connection to the specified resource location to retrieve the specified advertisements. Upon receipt of the advertisements, the advertisement rendering program renders the advertisements accordingly, as described above.

Thus, a method and an apparatus for creating exclusive-use display areas, and using them for persistently visible display of contents, such as advertisement, 15 have been described.

While the present invention has been described in terms of the above illustrated embodiments, those skilled in the art will recognize that the invention is not limited to the embodiments described. The present invention can be practiced with modification and alteration within the spirit and scope of the appended claims. The 20 description is thus to be regarded as illustrative instead of restrictive on the present invention.